

North Jersey Local Performance contest: Involves all SR's, TR's and RR's:

NORTH JERSEY



LOCAL PERFORMANCE CONTEST

ITEM PLACED	POINT VALUE
LARGE PASTER OR EQUAL SIZE	1
PLASTER MASTER = 10 PASTERS IN 1 CALL	BONUS 75
FLOOR MAT	5
WALL / WINDOW PRICER	5
* ANY NO BULL DECAL	5
ASH TRAY	5
* METAL SIGN	5
* CHANGE MAT	5
* BANNER	5
CEILING LOGO	5
* TEMPORARY WINSTON DISPLAY	50
* CONSUMER MISSION	10

DISTRIBUTION BONUS POINTS

- * WIN BOX, LT BOX 100 EACH
- * WIN LT BOX 100, ULTRA BOX, ULTRA 100 BOX 200 EACH

POINTS WILL BE AWARDED FOR ATTAINING DISTRIBUTION GOALS

Reporting - Retail Rep will report in the Poqet computer

Paper = Pastors & Plaster Masters

Example 3 Pastors = 3 Paper Plaster Master = 85 Paper (75+10)

Floor Mat, Wall/Window, Decal, Ash Tray, Metal Sign, Change Mat, Banner, Ceiling Logo = Other

Temporary Display = Win Pack Display

Consumer Mission = Consumer Mission

Contest Dates: AUGUST 4 - SEPTEMBER 26

Prizes - Team with the highest point total will share

SALES / RETAIL REP TEAMS

- 1st Place = \$400 (split)
- 2nd Place = \$200 (split)
- 3rd Place = \$150 (split)

* TERRITORY REPS

- 1st Place = \$200
- 2nd Place = \$100

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This is the weekly news letter that North Jersey will use to keep the salesforce updated on the contest:

NO. "BULL" JERSEY WEEKLY



Volume 1 Issue 1

August 1997

DISTRIBUTION

Winston Box Styles

We are off and running heading towards achieving our objectives of 95% on FF Box, Lt. Box, and Lt. Box 100's and 65% on the Ultra Box styles.

Monthly Pack Outlets

Rep	FFB	LB	LB1	UB
Goals	95%	95%	95%	65%
Dan				
Ed				
Amin				
Mike				
Jerry				

Quarterly Calls

Goals	80%	80%	80%	50%
Ron				
Bernie				
John				
Div.				

Updated on / / 97

Advertising Print

Yours have additives!	New Winston
94% tobacco	100% tobacco
6% additives	True 1

Winston - No Bull



PRESENCE!!!

Show me the Presence!!!!!!

No Bull Advertising

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